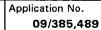




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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/385,489	08/30/1999	THOMAS J. SULLIVAN	0110754/629	9228
75	90 12/04/2001			
BELL BOYD & LLOYD			EXAMINER	
P O BOX 1135 CHICAGO, IL 606901135			LASTRA, DANIEL	
cinertoo, il	000701133			
			ART UNIT	PAPER NUMBER
			2162	Ц
			DATE MAILED: 12/04/2001	

Please find below and/or attached an Office communication concerning this application or proceeding.



Applicant(s)

Sullivan et al

Interview Summary Examiner

Dan Lastra

Group Art Unit 2162

All participants (applicant, applicant's representative, PTO	personnel):				
(1) Dan Lastra	(3) Adam Masia				
(2) James Myhre	(4) Richard Windish				
Date of Interview Oct 30, 2001	·				
Type: a) Telephonic b) Video Conference c) Personal [copy is given to 1) applicant	2) applicant's representative]				
Exhibit shown or demonstration conducted: d) \(\subseteq \text{Yes} \)	e) 🛮 No. If yes, brief description:				
Claim(s) discussed: <u>1, 30, 37, and 77</u>					
Identification of prior art discussed: Fajkowski (5,905,246)					
Agreement with respect to the claims f) was reached.	g)⊠ was not reached. h)□ N/A.				
Substance of Interview including description of the general any other comments:	nature of what was agreed to if an agreement was reached, or				
The Examiner agreed that the cited reference pertained to consumer promotion, not trade promotions between the					
manufacturer and the merchant as discussed by Applicant. The Examiner further noted that Claim 1, in particular, and					
other indenpendent and dependent claims seem to read directly on the subject matter disclosed in the Background of the Invention. The Applicant explained the novel features of his invention and how they were an improvement over the					
current state of the art by placing the trade promotion data into databases where the interested parties could access it.					
The Examiner noted that automation of a known process was not novel. After further discussion, the Applicant agreed to					
submit a formal amendment incorporating more details into the independent claims within the next few days. The					
Examiner noted that further search would probably be requ	vired based on the proposed changes.				
	dments which the examiner agreed would render the claims copy of the amendments that would render the claims allowable is				
i) 🛮 It is not necessary for applicant to provide a separ	rate record of the substance of the interview (if box is checked).				
INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MP	OM THIS INTERVIEW DATE TO FILE A STATEMENT OF THE				
	Que				
Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.	JAMES W. MYHAC PAREN EXAMINER				